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MAR 26 1938

# STANLEY

## MAGIC DOOR CONTROLS

### INDISPENSABLE

To the MODERN

RETAIL SHOP

OFFICE BUILDING

RESTAURANT

TERMINAL

HOTEL OR CLUB

FACTORY

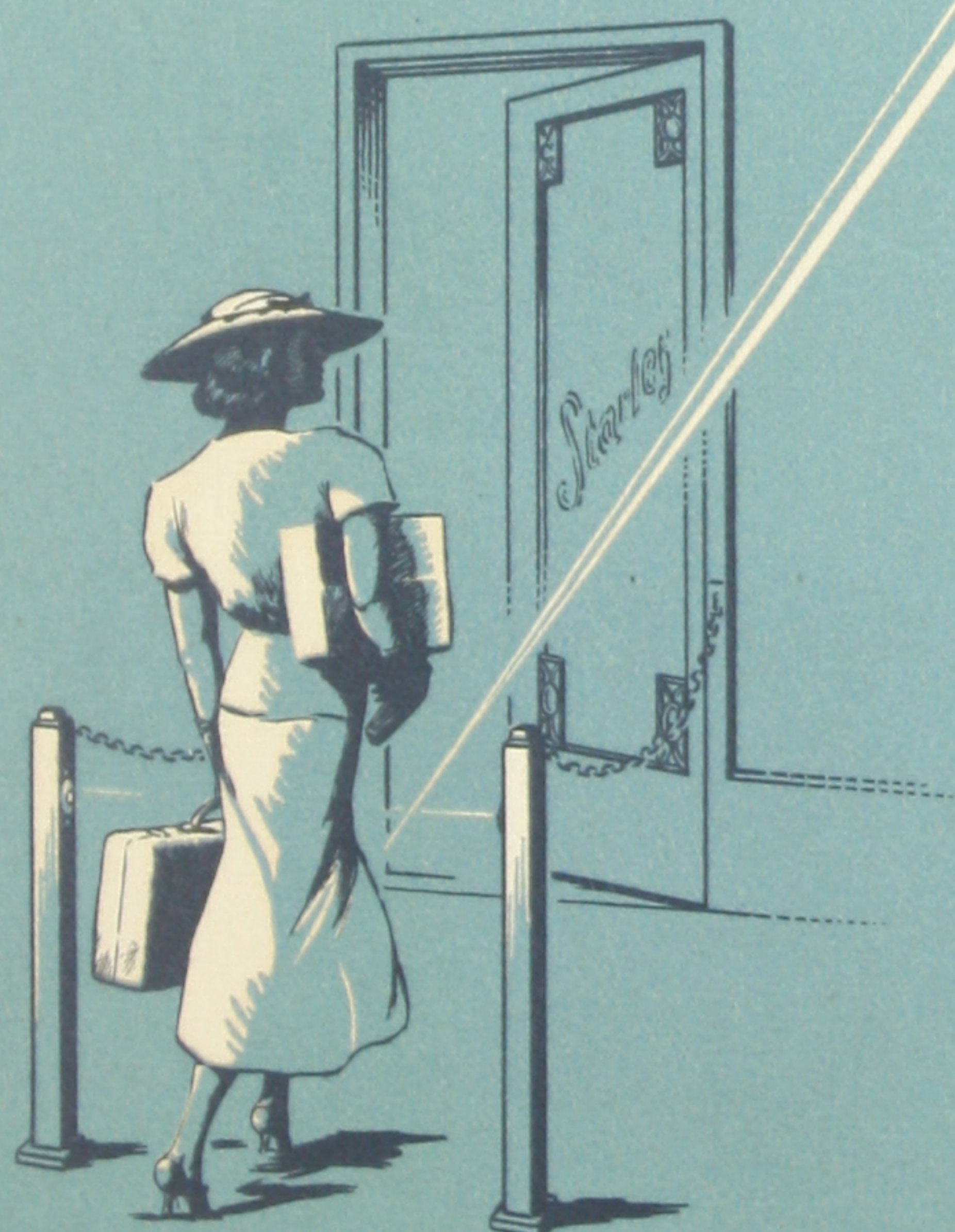
THEATRE

HOSPITAL

SANITARIUM

COCKTAIL BAR

Philadelphia Representative  
JAMES J. BANNON  
COMMERCIAL TRUST BUILDING  
RITTENHOUSE 6264



Made by

**The Stanley Works**

New Britain, Conn.

FRANKLIN INSTITUTE  
PHILADELPHIA



# What are STANLEY

## THEY OPEN DOORS and CLOSE THEM

EQUIPMENT: Stanley Magic Door Equipment is available for the automatic operation of doors—single or double, swinging or sliding types—wherever doors are used. Doors open and close without manual aid. They operate when a ray of light, which shines on a photoelectric cell, is intercepted. The door remains open until the passage is clear and then closes automatically.



Alvin Theatre



Scott Furriers, Inc.



STUTT241 WLDMAST  
A19 B3A J119



# MAGIC DOOR CONTROLS?

## at YOUR APPROACH AUTOMATICALLY

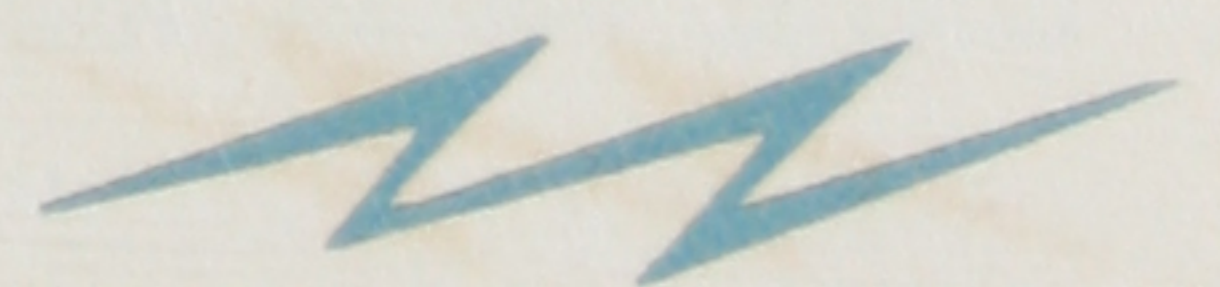
PRACTICABILITY: Each new installation brings to light some new advantage, reveals some new economy, adding to the countless features of this new and modern equipment. We give you here a pictorial and descriptive explanation of what Magic Doors have accomplished for others and what they will do for you.



Childs Restaurant



Pennsylvania Railroad Station



Philadelphia Representative  
**JAMES J. BANNON**  
COMMERCIAL TRUST BUILDING  
RITTENHOUSE 6264



**DON'T WAIT FOR KNOCKS TO  
USHER IN OPPORTUNITY... USE  
STANLEY MAGIC DOORS**



Leed's Inc., Baltimore, Maryland

**WHY?**



Gibson Style Shop  
Long Beach, California



## FOUR IMPORTANT REASONS WHY

- 1 ADVERTISING VALUE
- 2 UTILITY
- 3 ECONOMY
- 4 APPEAL

LET US DEMONSTRATE



# IT'S NEWS

When the reserves are called out to regulate the crowds at a Magic Door Opening . . . and that HAS happened, as witness



## 'Electric-Eye' Opens Doors—Keeps Discolored Beans Out of Soup, Too

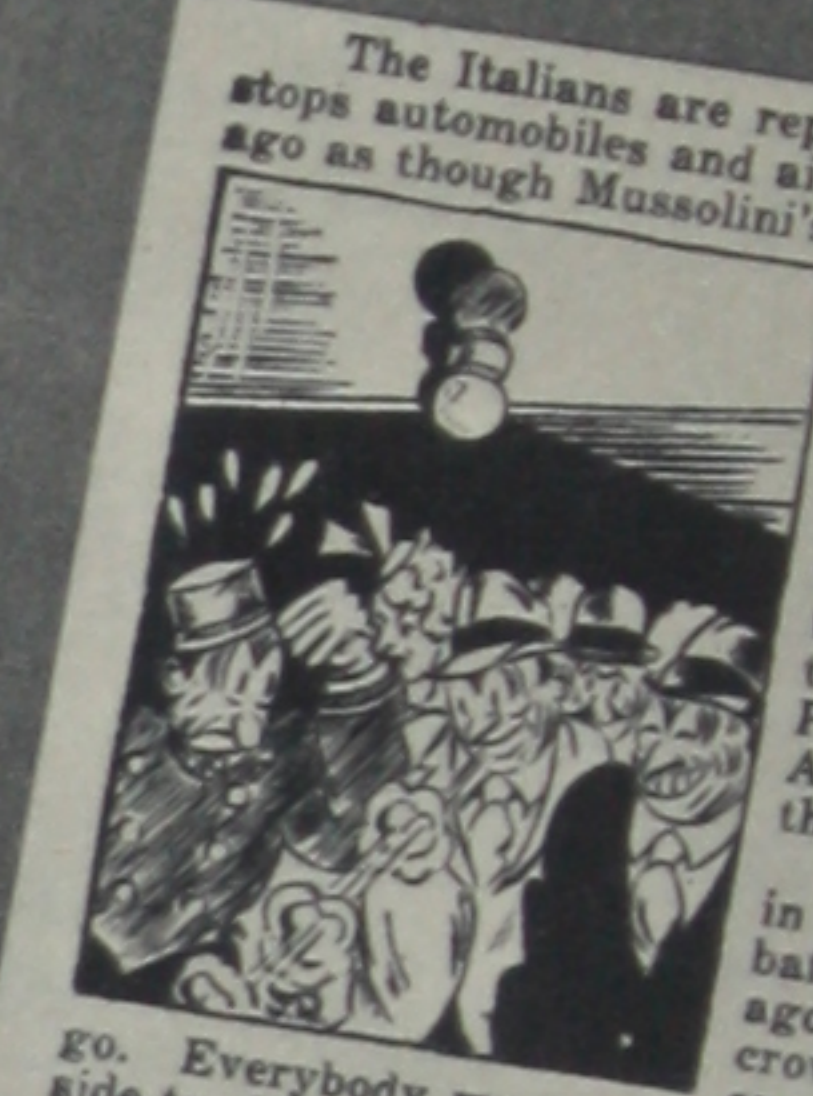
By OTIS PEABODY SWIFT  
United Press Staff Correspondent  
NEW YORK, Feb. 9.—With introduction this week of a photo-electric tube which automatically opens the doors of New York's newest tea-room as the shadow of an approaching customer crosses the "electric eye," the General Electric Co. revealed how the magic-working invention has swept the nation.

Photo-electric tubes, with robot-like precision, are automatically sorting navy beans by color in a Grand Rapids (Mich.) plant, selecting corn by color in canning factories at Fairmont, Minn., controlling lights on aviation obstructions at Syracuse, N. Y., operating a water cooler system in a Los Angeles department store and regulating the turbidity of the water supply of the city of Denver.

In appearance the tube is similar to a large incandescent lamp, coated on the inside with a layer of selenium, potassium of cesium. A high interior vacuum is maintained and a beam of light falls through an opening upon the metal within. This light releases electrons which travel through the vacuum as a tiny electric current, ultimately conveyed through a circuit to other vacuum tubes which greatly amplify it and pass it on to electrical control devices. There the current actuates any form of control desired.

age 10—also a new Series on the Inside Workings of the U.

enactment of the new law.  
**Science Awees Street.**  
Traffic in and out of 40 Wall Street yesterday and on Monday doubtless established a record for that building. The attraction was newly installed "electric eyes" whose beams, when intercepted by human bodies, caused the heavy brass doors to swing open with an eerie welcome. Many who did not feel strongly enough impelled to try out the scientific wonder jammed the sidewalk in front of the building to watch its performance. At the end of the day guards and elevator men were exhausted from answering questions, but the robot door-opener was as alert as ever.



The Italians are reported to have developed an electric ray which stops automobiles and airplanes dead, and it began to look a few ago as though Mussolini's men had sent a machine over to demonstrate in Rockefeller Center.

There, as you must know, all the elevators are equipped with the Electric Eye. An eerie beam of light shines across the doors and prevents the accidental closing of the doors upon some one who is half-way in. Just so long as even one finger blocks the passage of the beam from side to side the doors won't close. Other places, like Penn Station and a restaurant on Fifth Ave., use the electric eye in reverse. At the approach of a shadow, doors swing open.

It is one of the most marvelous things in a marvelous age; but it went kaput—bafflingly, maddeningly kaput—a few days ago in the lobby of the RKO Building. A crowd of people got into an elevator. The operator pushed his lever, the doors started to close—and unaccountably they popped open again. Several times the operator tried to start, but each time the doors slid open.

After a while everybody was transferred to another car. The same thing happened. The doors would start to close and then part. By now the service was demoralized, and the head mechanic was on the job, pottering and testing. He could find nothing wrong.

People were moved into a third car—and again the doors wouldn't operate. It seemed that all the electric eyes had gone cockeyed, and the passengers were getting ready to walk upstairs when two men, apparently tired of it all, stepped out of the car. Unbelievably, everything suddenly became normal. The doors closed. The doors on the first car and the second car also worked properly.

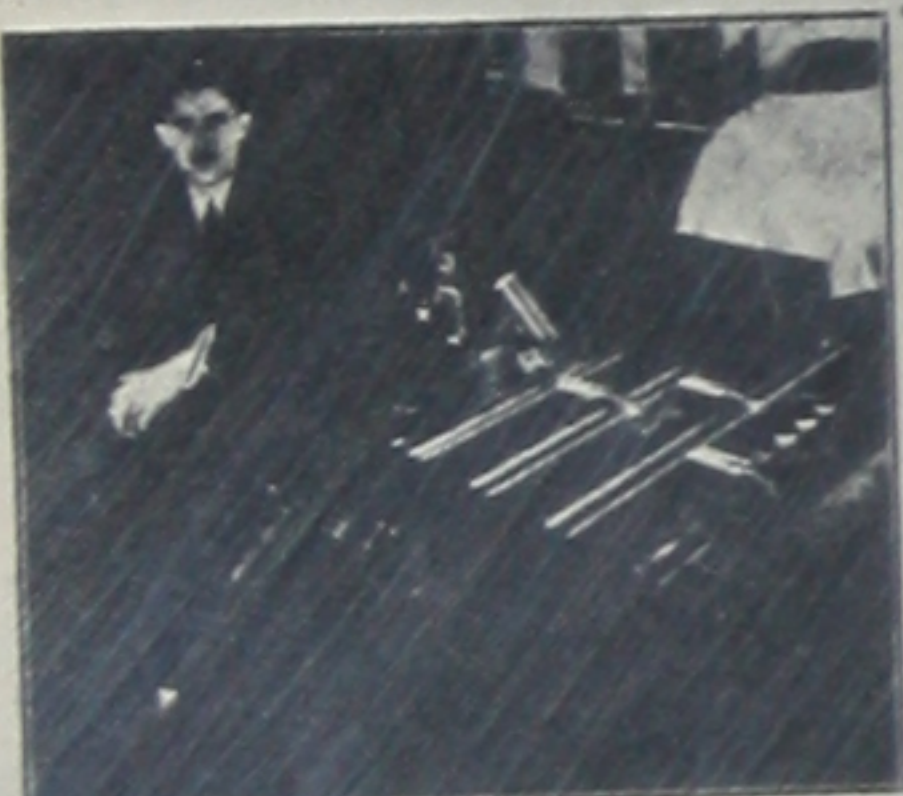
The mysterious men—they are friends of Jim Proctor, who told me this story—repaired to the restaurant on Fifth Ave. and took a table near the kitchen door, which the electric eye is supposed to open at the approach of a waiter.

The same strange phenomenon occurred—in reverse. With nobody around the door would swing open. Waiters carrying trays were in danger of being bumped and the restaurant service became demoralized. The manager fluttered about helplessly and the two mysterious strangers sat laughing quietly to themselves.

Finally one of them called the manager over. "We've been doing it," he said. "Look"—and he blew a puff of cigarette smoke right into the beam of the electric eye. Whoosh! A door opened all by itself.

P. S. They won't let you smoke in the Rockefeller Center elevators anymore.

## Don't Even Use Magic Words to Open Untouched Doors



A valuable, unopened robot that reads and reacts millions of ordinary words at a high rate of speed. B. A. Young, Washington, D. C., inventor of the electric eye, is seen with apparatus operated by a single flashlight.

By JOHN T. BRADY  
"It was weird, uncanny!"  
"When I saw those great doors fly open before me I hesitated, and stepped cautiously through them, wondering if they would suddenly close and trap me as suddenly as they had opened."  
"But they remained open until I had passed through them and had turned to see how this magic of modern science was accomplished."

Thus a man described the sensations he felt yesterday entering the doors of the Atlantic National Bank building at 100 Wall Street, where you may see the latest installation of "electric-eye" controlled doors in Boston.

It was his first experience with them, and it reminded him of the story of "Aladdin and the Forty Thieves" in the "Arabian Nights" Entertainment.

You remember how Aladdin discovered the secret password that opened the mountain cave where thieves had stored their loot, consisting of all kinds of priceless treasures.

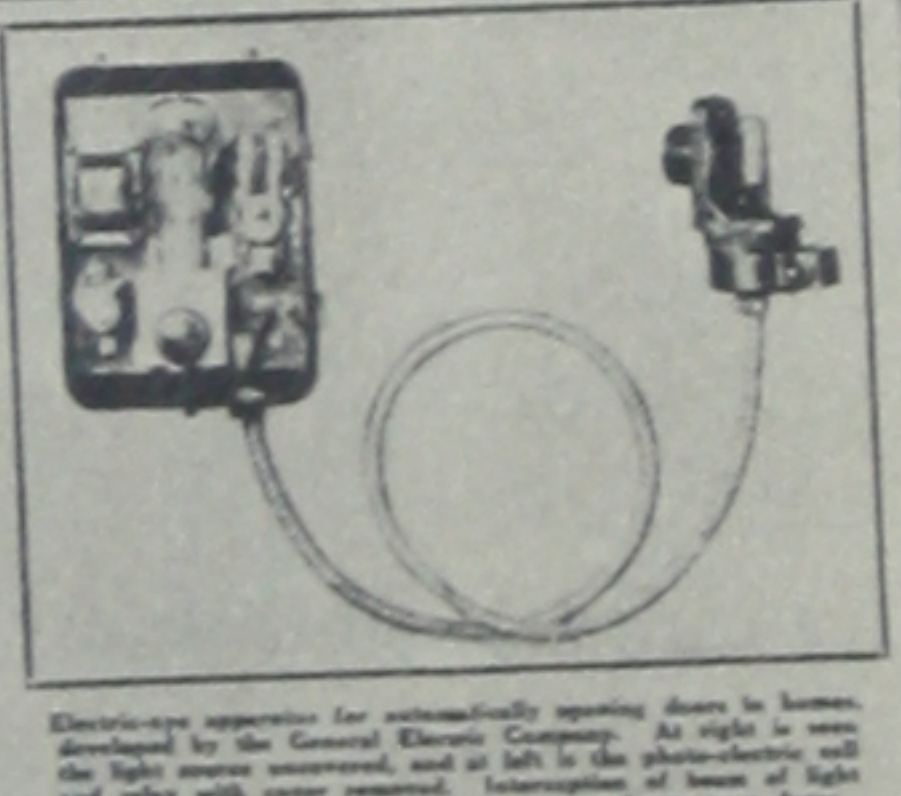
And now, when he pronounced the words "Open Sesame" of the cave door swung open, he thought he was beholding a miracle.

Well, the "electric-eye" controlled doors would make the negative author of the Aladdin yarn blink with amazement. He didn't have to know any secret password or even press a button to make them open for you. Moreover, you don't have to give them a "countdown look." Approach them with your feet turned, or back toward them, and presto—they swing wide open.

Modern "Electric Eye" Performs Tasks as Mysteriously as Did Ala Baba's "Open Sesame"—Judges Horse Races, Umpires Bowling Matches, Prevents Thievery, Starts Fountains Flowing



One of the latest applications of the "electric-eye" by the General Electric Company. When the moving body comes forward and interrupts the beam of light, the door is opened.



Electric-eye apparatus for automatically opening doors in houses. As light is seen the light source is interrupted, and the door is opened.



"Magic" door, controlled by "electric-eye," as that it opens automatically as one approaches it. Installed in a New York restaurant by the General Electric Co.



How money in a bank teller's cage is guarded by an "electric eye" and cannot be taken by a thief. The eye is a photo-electric tube which is aimed at the teller's cage.

Machine guns and other weapons stored at Boston police headquarters are guarded by "electric-eye" devices. These devices detect the presence of an intruder and automatically set off a warning bell. The devices are also used in the houses of the wealthy to guard against burglars.

The "electric-eye" is a device which is aimed at a person or object. When the person or object enters the beam of light, the device is triggered and a signal is sent to a control unit. The control unit can then take any action desired, such as opening a door, turning on a light, or sounding a bell.

The "electric-eye" is a very simple device, but it is very effective. It can be used in many different ways, and it is a very valuable addition to any home or business.

against the Chicago Bears tonight in a special football game which will be broadcast by KDKA at 10 and 11:15.

...  
**How About Kate?**  
The "Open Sesame" effect on the Alvin Theater doors had the customers puzzled last night. . . . The door not only opens and closes by radio impulse but it also counts the customers as they come in. . . . Even a rotund fellow like Jimmy Balmer counts only once going through the door, although Johnny Harris and the boys look on in wonderment.

COLUMNISTS go into their most whimsical moods at the sight of the GREAT MAGIC DOOR

## THE PROFESSOR

Brings the science class to explain that the door is really not magic and works thus and so. Naturally the children tell the story at home, causing mother and dad to go to the store—of course they go in and buy.

THE MAGIC DOOR IS FRONT PAGE NEWS





# ADVERTISING VALUE

Bigger and better publicity.  
Call it ballyhoo—yes—but it's ballyhoo with a backbone

**New Harris-Alvin Special Section**  
Celebrities And Stars Who Will Participate In Premiere

**The Knoxville News-Sentinel** Section Three  
*A Magic Door Opens This Magic Store*

**ENTER THE MAGIC DOORS FOR Bigger & Better Values!**  
**PRESTO**  
**Everything**  
EASY TO GET HERE

**LEED'S**  
TOMORROW-SATURDAY-12 O'CLOCK NOON  
The Completed **LEED'S** Men's Store Opens  
Featuring the sensation of modern inventions—Leed's proudly is the first men's store in the entire East to have permanent  
**"Magic Doors"**  
The "electric eye" of the "Magic Doors" will open and close them for you without your touching them. These permanent "Magic Doors" will amaze you. Come at 12 noon tomorrow and use them.

**because you love smart things...**  
**PICKETT'S**

EXCELLENT PUBLICITY  
for THE GRAND OPENING  
But after that THE MAGIC DOOR  
provides advertising without the aid of expensive full page spreads



# FREE NEWS "ADS"

Are easily placed in the press...the novelty is irresistible

THE BIRMINGHAM NEWS-AGE-HERALD

## Magic Doors That Open As Customer Approaches Feature Burger-Phillips

### First Store In South To Install Equipment Whereby Breaking Of Electric Ray Acts As Opener

Doors that open magically when a patron approaches become standard equipment on Burger-Phillips store Monday, that mercantile establishment thus becoming the first store in the South to be equipped with these electrically operated devices.

The doors automatically open when a customer, in his approach towards the door, interrupts a photo-electric ray, which in turn actuates the opening mechanism.

"The heavy doors necessary to an air conditioned building," states Louis Phillips, president of Burger-Phillips, "have been a problem. We were conscious of their weight, but no remedy could be applied because there was none until magic doors were perfected."

"As soon as we found them to be practical we placed our order for them. We are very proud of this new scientific contribution to comfort and safety."

Burger-Phillips' doors will be divided so that the two center ones will become entrances, while those doors to the extreme right and left will be exits. Both sets of doors, inner and outer, will have the new automatic feature. Guide lanes will insure the approach to the proper door so that patrons can only go to the door that will open away from them to permit entrance or exit.

With this new, scientific equipment, doors are made completely automatic. They operate when a ray of light, falling on a photoelectric cell, is interrupted. The door opens long enough for a person to pass through and then closes automatically. If the door is partly closed when the next person approaches it, it immediately reopens from any point between. When a number of people pass through in quick succession, the door stays open until the last person passes through.

Mr. Phillips states: "When I first saw 'magic' doors operating in the Pennsylvania Station in New York, I decided that we must have them in our store, and began a survey in an effort to find out if they were safe and practical."

"I found that they had been in successful use in many hotels and restaurants for a year or more and that as far back as last May there had been more than 200 installations in the United States. Estrabou & Cia. department store and one of the finest in Buenos Aires, has had magic doors for nearly a year."

"The new Cafe Elysees Cafe and other famous Paris firms recommend them highly."

"So we decided to install them in our store, not as an advertising stunt, but to make our store more convenient and our service more hospitable."

"We have tested our newest innovation thoroughly and assure the public that, beginning Monday, they may enter our store with less effort than heretofore."

"Our latchstring is now a magic one."

Burger-Phillips purchased this modern equipment from the Stanley Works, of New Britain, Conn., and had them installed by the Smallman Construction Company, of Birmingham under the supervision of Miller, Martin & Lewis.



Burger-Phillips Dry Goods Co.  
Birmingham, Alabama

RADIO TIE-UPS are a "natural" for MAGIC DOORS  
The public mind instinctively ties these two modern wonders together

"The doors have afforded a splendid topic for radio advertising, which we use extensively."

Scott Furriers, Inc., Boston



# UTILITY

## CONVENIENCE

Say Scott Furriers, Inc., of the entrance doors to their beautiful Boston Store: "From the point of view of service, Electric Eye Doors are a marked advantage. They do away with the inconvenience of pushing or pulling a heavy door, and customers accompanied by children or carrying packages find them a boon. Magic Doors contribute much to making shopping more comfortable for the elderly person or the woman whose strength is below par." We do not see where there can be any doubt as to the utility value here.

See for yourself the comment of the Hotel New Yorker, the management of which has seen fit to place with us three successive orders.

Say Pruitt & Brown, architects for Childs famous restaurant: "We are pleased to add that these doors have been eminently satisfactory and have measured up to every expectation on the part of this office and the owners. They are a great asset to the establishment and facilitate the service most efficiently." Result—eight repeat orders.

Boch-Cadillac, Detroit, also  
under Ralph Hitz Direction



Telephone: ME 4-1100  
Cable Address: Yorkernew

### HOTEL NEW YORKER

Ralph Hitz, President  
34th Street at Eighth Avenue  
NEW YORK

E. G. KILL  
RESIDENT MANAGER

February 24, 1934.

Mr. C. W. S. Wilson,  
Stanley Works,  
100 Lafayette Street,  
New York, N. Y.

Dear Mr. Wilson:

Now that the automatic doors that your Company installed in our Terrace Restaurant have been in operation for some months, we want to take this opportunity of complimenting you upon the excellent service and satisfactory performance that they have given us.

Without any doubt, these doors are expediting the traffic between our Terrace Restaurant and the service pantry.

We also have every reason to believe that the installation of your Magic doors has lessened the china and glassware breakage.

Cordially yours,

E. G. KILL  
Resident Manager

EKG:CDS

Industrial uses of Magic Doors are numerous—they speed up trucking operations, preventing loss of employees' time and delays in shipping. They eliminate the use of heavy, cumbersome doors and the necessity of frequent replacement of doors because of the punishment received in manual or collision operation. Wear and tear on restaurant service doors, trays, dishes and trucks are reduced to a minimum with Stanley Magic Doors. Frequent serious injuries and minor but annoying cuts and bruises, common with ordinary swinging doors, are eliminated.

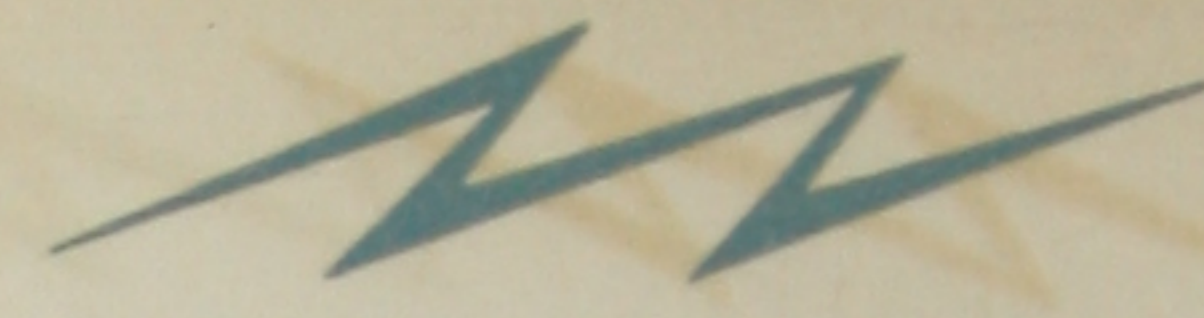
The Pennsylvania Station installation is an excellent example of the real utility of this equipment. These doors present no obstacle to travellers or porters heavily laden with baggage. They pass through without effort. Stanley Magic Doors in this terminal crossroad of the world are talked about in every corner of the globe.



Hotel New Yorker Restaurant



# E C O N O M Y



AN INVESTMENT IN STANLEY MAGIC DOORS PAYS DIVIDENDS  
IN ECONOMY THE MINUTE THE DOORS START OPERATING

The Reisman-Rothman Corp., New York



EVERY INSTALLATION OF STANLEY MAGIC DOORS HAS  
PROVIDED A DIVIDEND-PAYING INVESTMENT TO THE OWNER

BY USING

STANLEY MAGIC DOORS

RESTAURANTS show a saving in dishes, doors, and employees' and customers' time.

INDUSTRIAL Plants speed up inter-department trucking and eliminate damage to doors, trucks, finished goods and materials.

SEMI-PUBLIC buildings—such as Railroads and Bus Stations, bank and office buildings—speed up traffic, eliminate congestion, and prevent drafts.

THEATRES and all types of air conditioned buildings find Magic Doors an aid to correct functioning.

HOTELS offer an expansive welcome and a convenience to the arriving guest at the front entrance, dining room, or cocktail bar.

STORES reap an invaluable harvest of publicity immediately upon the installation of Magic Doors. Bundle-laden customers appreciate the convenience of entering and leaving through doors that function automatically.

HOSPITALS with Magic Doors find crippled patients, using wheel chairs or crutches, able to move about by themselves without the constant aid of attendants.





# A P P E A L

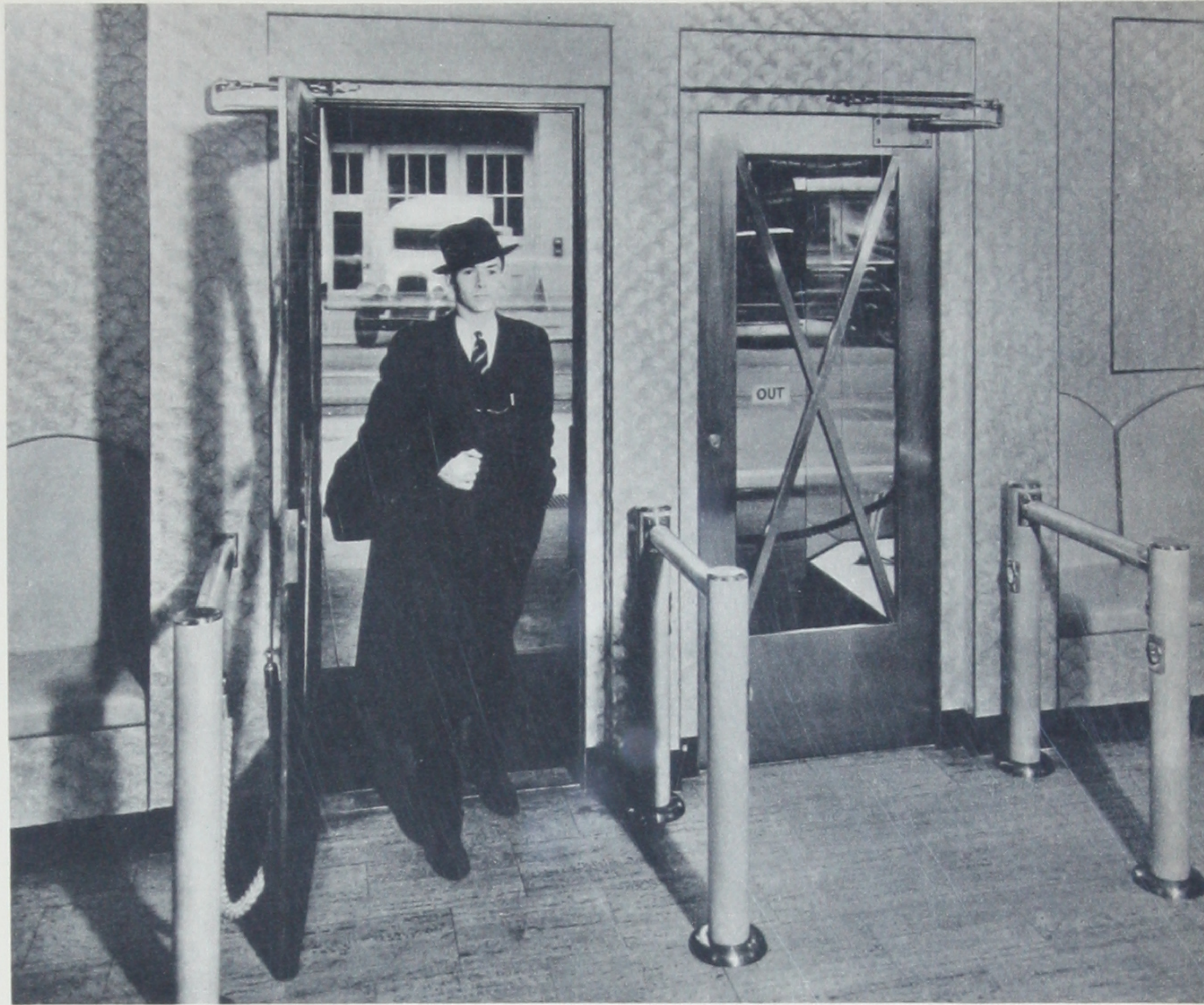
The human mind is quick to grasp the new, the modern and the mysterious.

Offer anything novel and the public becomes curious. Add mystery to it, and the public crowds to see it.

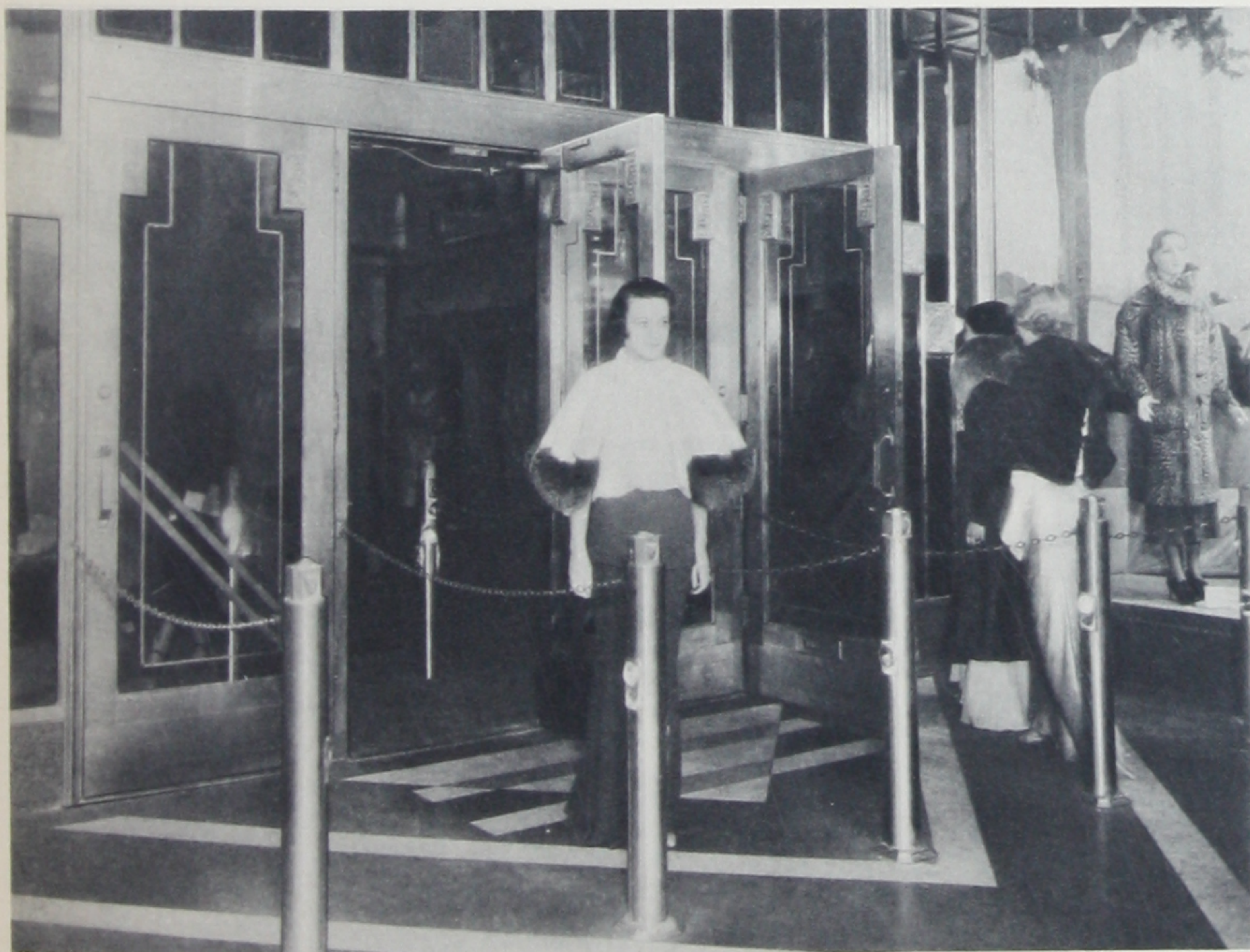
If this offer of the novel and mysterious includes convenience and comfort it has a still greater drawing power.

The owner of this novel, mysterious and convenience-giving, whatever it may be, is considered by the public as modern and progressive—a "top notcher".

People like to have their names affiliated with such a person or firm. It gives the individual certain self-pride to be known as a friend, acquaintance or customer of such a firm or person.



Roos Brothers, San Francisco, California



Scott Furriers, Inc., Boston, Mass.

You seldom hear people boast about a purchase made in an ordinary store, but let it be purchased from a shop known as progressive, modern and smart, and you are apt to hear a little bragging even in the best of society.

As the owner of Stanley Magic Doors, you open yourself to favorable discussion in print and by word of mouth. These doors will attract people as a magnet attracts steel.



# Have You a STORE?

Neiman-Marcus Co.

Dallas, Texas

October 10, 1936

Stanley Works Magic Door Co.  
New Britain, Connecticut

Gentlemen:

We were quite interested in your advertisement in the New Yorker featuring your Magic Eye Doors in a retail store in Roanoke, Virginia. We installed one of your Magic Eye Doors in our Men's Shop almost four years ago when we opened our shop.

Quite frankly, we feel that it paid for itself the first month in the amount of publicity it attracted. We have never had one minute's trouble with this door and it has always functioned correctly. It is continuing to attract attention from all sides.

If you would like to feature our use of this door in any of your national advertising, we shall be pleased to have a photograph made for such use.

Sincerely yours,

NEIMAN-MARCUS CO.  
H. Stanley Marcus

HSM:NR

A Magic Door installation will be the source of profuse praise from your customers who, unburdened or bundle laden, quick of step or feeble, pass freely through your doors. Many stores have found that Magic Doors pay for themselves in a very short time through the publicity created at the opening and through continued customer good will. It is doubtful if more results could be obtained by any other method at a comparable price.



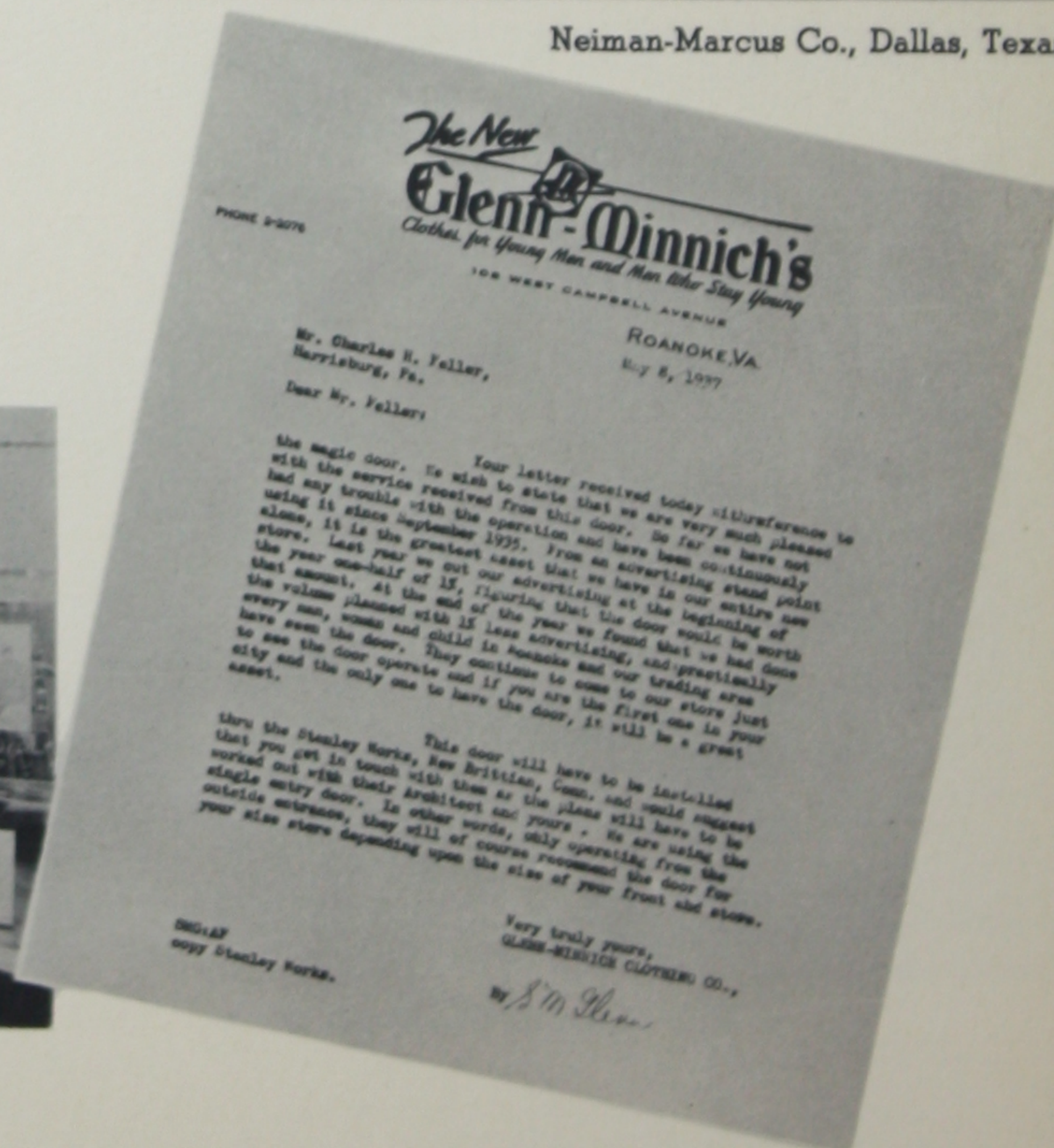
Neiman-Marcus Co., Dallas, Texas

## ADDITIONAL STORE USERS

Leed's Store, Baltimore, Md. . . Franklin Hdwe. Co., Norwich, Conn.  
. . . H. P. Hood & Son, Boston, Mass. . . The Reisman-Rothman Corp.,  
New York City . . . Buttrey Stores, Inc., Minneapolis, Minn. . .  
Lane Drug Stores, Knoxville, Tenn. . . Roos Bros., San Francisco,  
Calif. . . Neustadt's Clothing Store, Decatur, Ill. . . Burger-Phillips  
Dry Goods Co., Birmingham, Ala. . . D. J. Kaufman, Inc., Wash-  
ington, D. C. . . Gallaher Drug Co., Dayton, Ohio . . . Pickett's,  
Inc., Chattanooga, Tenn. . . Gibson Style Shop, Long Beach, Calif.  
. . . Stone's Clothes, Inc., Canton, Ohio . . . Spencer Shoe Store,  
Boston, Mass. . . H. C. Bohack Co., Brooklyn, N. Y. . . The Fashion  
Shop, Montgomery, Ala. . . Pantaze Drug Store, Memphis, Tenn.



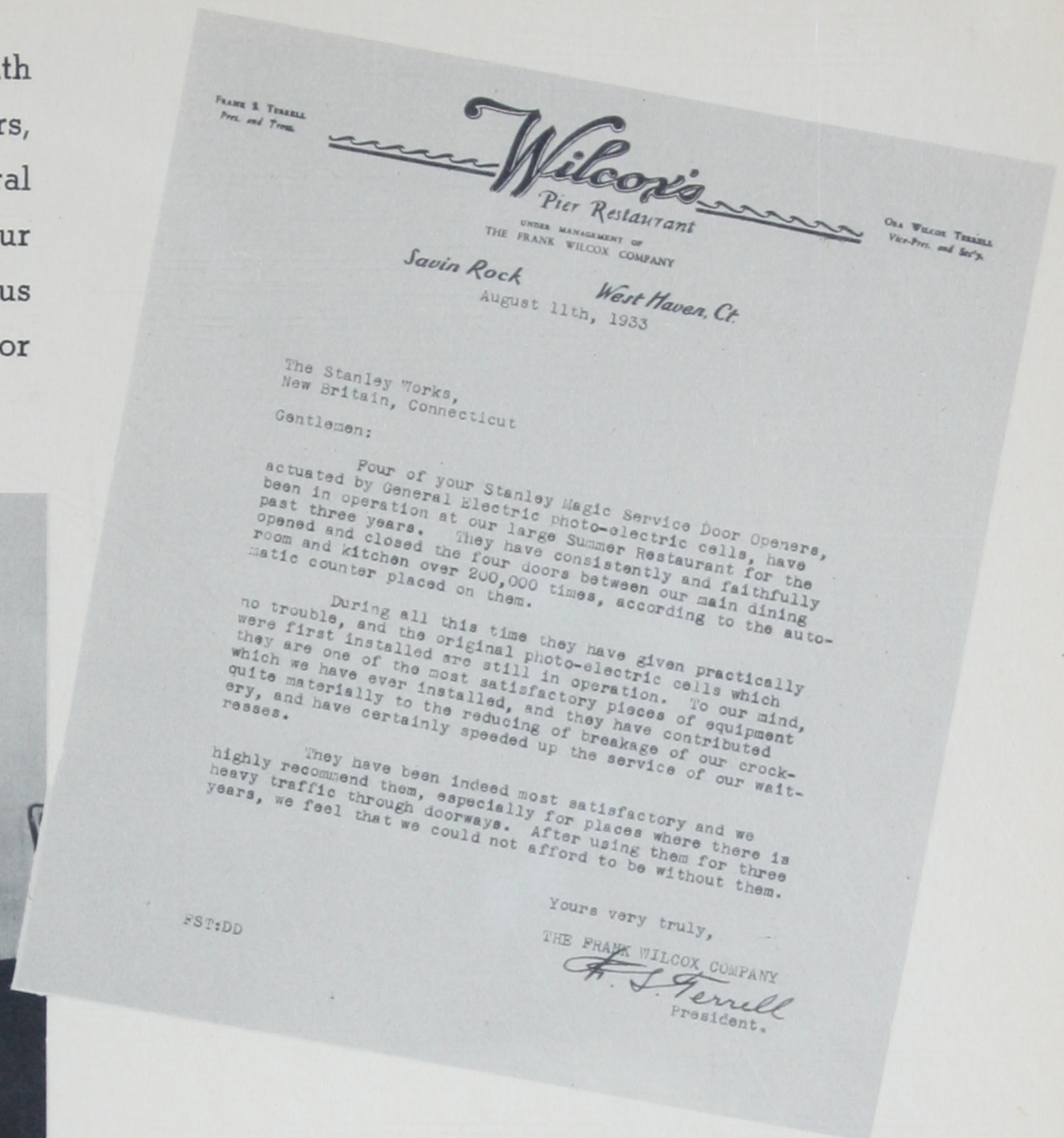
Glenn-Minnichs,  
Roanoke, Virginia





# Have You a RESTAURANT?

RESTAURANT USERS . . . We will not bore you with statistics on the possible savings in dishes and tempers, your employees' and customers' time and in general wear-and-tear on doors. Rather, we will just call your attention to a few of the world-wide and world-famous restaurants that have found Stanley Magic Door Controls valuable aids to their business.



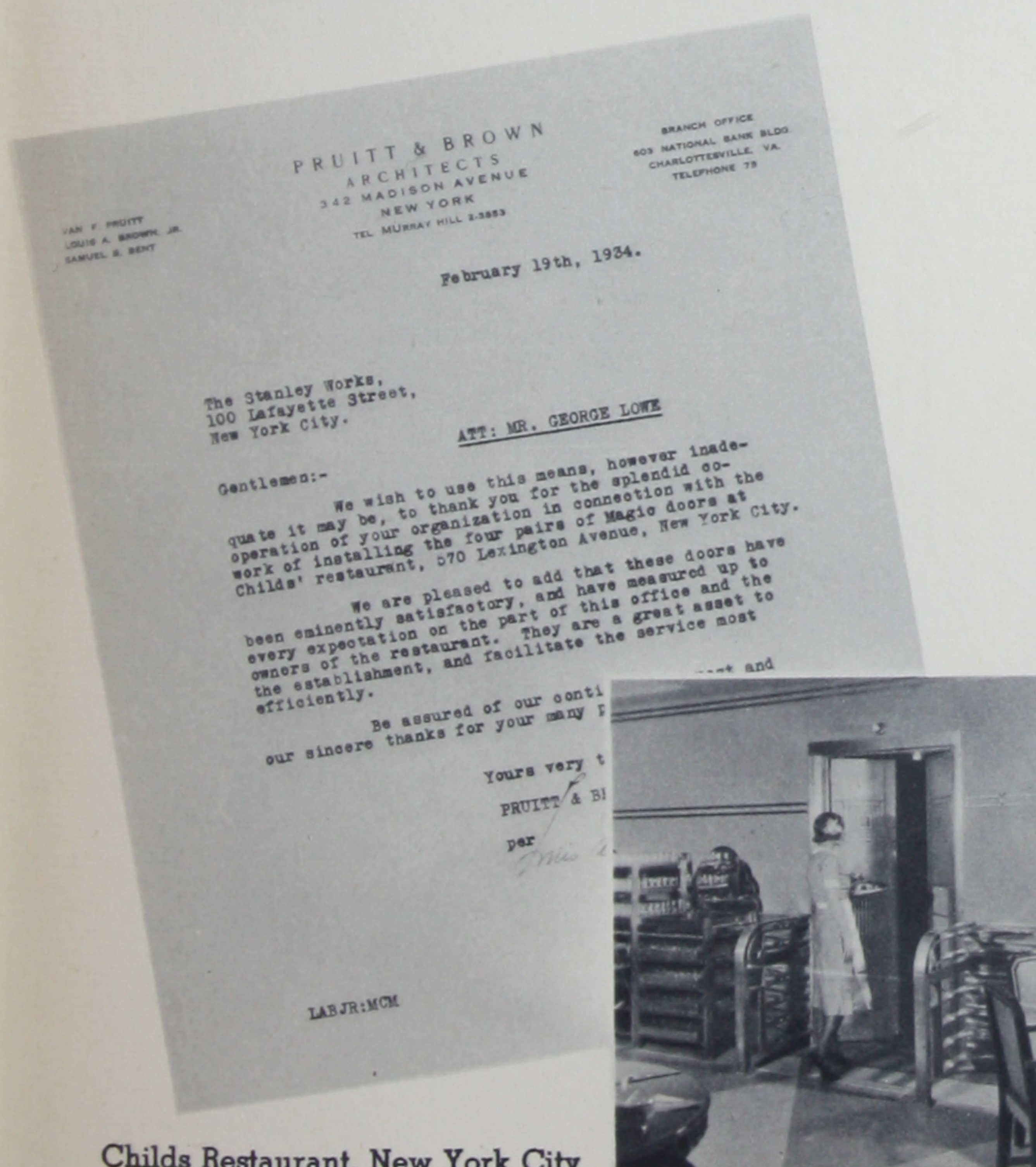
Wilcox's Pier Restaurant, West Haven, Connecticut

Originally intended in 1930 merely as an advertising novelty this, our first installation, brought forth the hearty recommendations shown in the letter illustrated. Now, in 1937, our Doors are still going strong and proving highly satisfactory.

A chain system such as Childs does not waste money on non-essentials. That they consider Magic Doors an asset is evident by the fact that so far 8 Childs Restaurants have been equipped with Stanley Magic Door Controls on service doors.

## RESTAURANT USERS

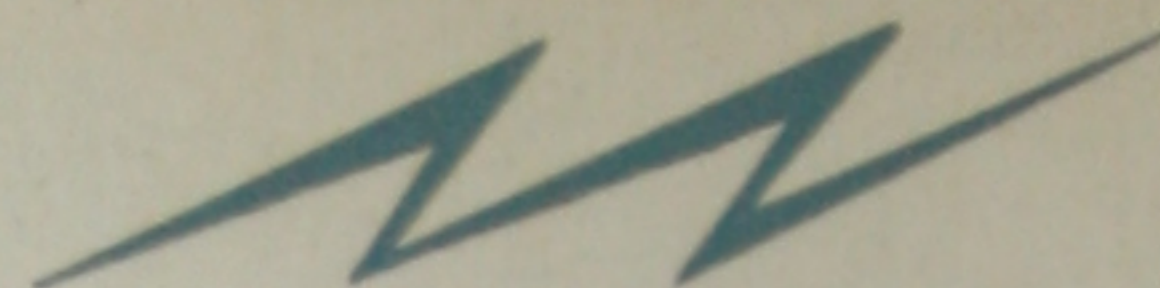
Susan Palmer, New York . . . Diana Sweets, Toronto . . . Cincinnati Union Terminal . . . Hotel New Yorker, New York . . . Sage Allen Store, Hartford . . . Rainbow Room, Rockefeller Center, N. Y. . . . Channing Cafeteria, Denver . . . Mark Twain's Diner, Hartford . . . S. Kann & Sons, Washington . . . Grill Restaurant, Scranton . . . GE Restaurant, New York . . . Wilcox Pier, West Haven, Conn. . . . Jones Beach, Long Island . . . Stern Bros. Store, N. Y. . . . Harts Restaurant, Fresno, Calif. . . . Turf Grill, Galveston, Texas . . . Childs, 8 locations . . . Longchamps, 4 locations, N. Y. City . . . Brooks Sandwich Shop, Houston, Texas . . . Comptons, Oakland and San Francisco, Calif.



Childs Restaurant, New York City



# Have You a THEATRE?



PHONE  
ATLANTIC 9800

## HARRIS AMUSEMENT COMPANIES

SEVEN-ELEVEN CLARK BUILDING  
PITTSBURGH, PA.

CABLE ADDRESS  
HAKIMCO

September 11th, 1934

Mr. C. W. S. Wilson, Jr.  
The Stanley Works  
100 Lafayette Street  
New York City, N.Y.

Dear Sir:

Your several letters in regard to the Magic Door installation at the new Alvin Theatre received.

I am enclosing herewith fifteen passes as per your request. I want to apologize to you for Mr. Lee, but as you state in the rush and confusion preceding the opening he evidently overlooked your request until it was too late, all the seats having been gone.

In regard to the photos of the magic doors -we have already taken some pictures. However, I am turning your letter over to Mr. Lee for attention.

The equipment looks very well and is working splendidly. It has certainly caused a lot of comment around the City.

Let me at this time thank you for your congratulations and good wishes. We feel that the Magic Doors have added greatly to the interest in our new building.

With kindest regards, I am,

Very truly yours,

James G. Balmer

JGB:GW

Here is a logical spot for Stanley Magic Doors. Theatres thrive on publicity. The box office languishes without it and Magic Doors teem with it. Install Magic Doors—get free front page publicity for the all important opening. Thereafter Stanley Magic Doors will write their own copy. Many theatres today are confronted with the problem of efficient air conditioning. Magic Doors, which admit the maximum of customers with a minimum of openings, cut operating costs materially.

### SOME THEATRE USERS

Alvin Theatre, Pittsburgh

Knickerbocker Theatre, Chattanooga

Martin Theatre, Tifton, Ga.

Princess Theatre, Gadsden, Ala.

Alvin Theatre, Pittsburgh, Pennsylvania

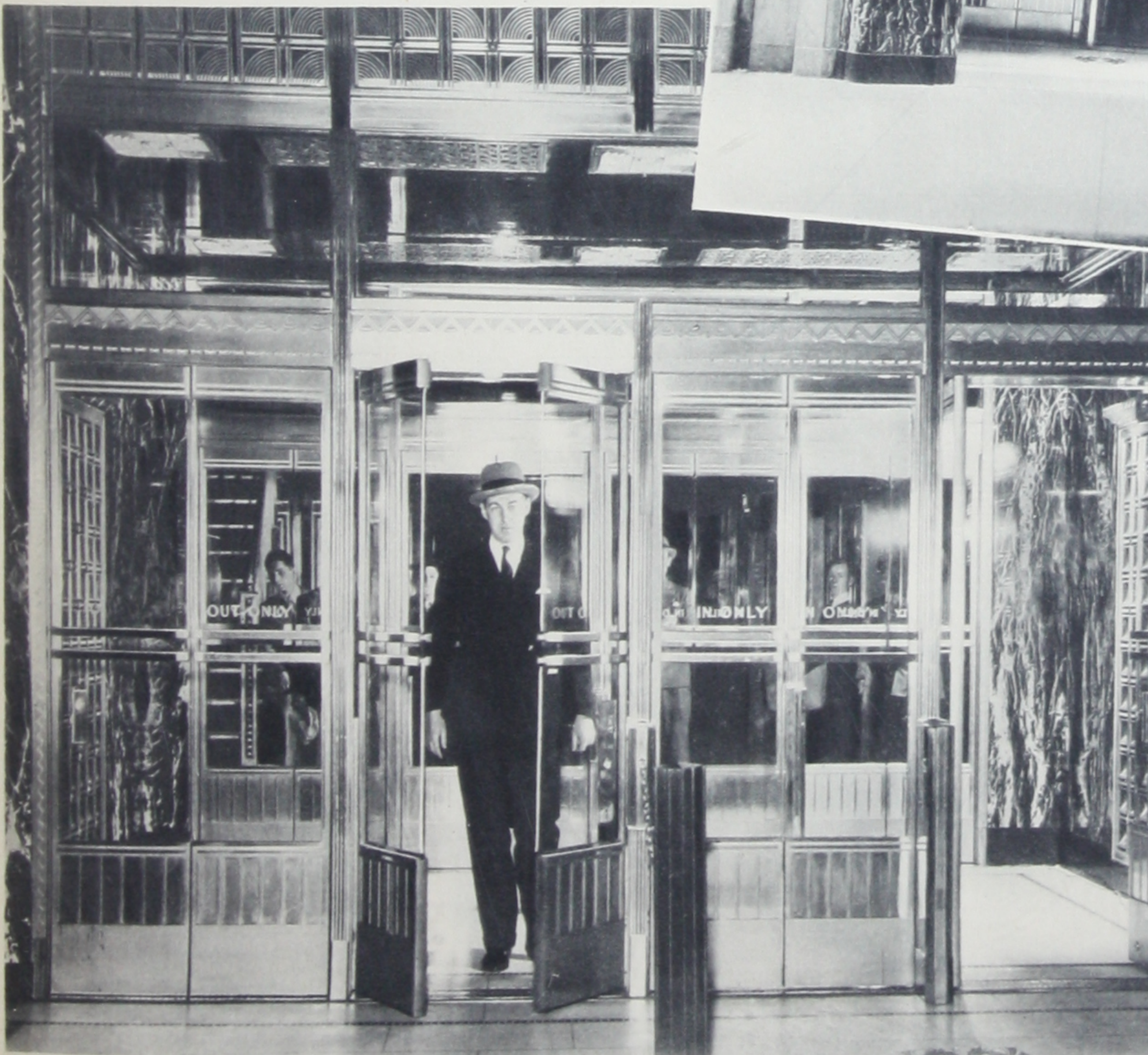




# Have You an OFFICE BUILDING ?

With almost continuous door usage in this type of building, your problem of eliminating peak hour congestion is solved by the installation of Stanley Magic Doors. Their utility in a railroad or bus station is obvious. The difficult draft conditions frequently occurring in a skyscraper office building are easily solved by Magic Doors.

63 Wall Street, New York City  
A. Starrett Corp. Building



## A FEW SEMI-PUBLIC BUILDINGS EQUIPPED WITH STANLEY MAGIC DOORS

40 Wall St., New York City

Mariners' Museum, Roanoke, Va.

Pennsylvania Station, New York City

Atlantic-National Bank Bldg., Boston, Mass.

Forum Bldg., Sacramento, Calif.

State Mutual Bldg., Boston, Mass.

63 Wall St., New York City



# Have You a HOTEL or CLUB?



Hotel New Yorker, New York City

## HOTELS NOW USING STANLEY MAGIC DOORS

St. Anthony, San Antonio, Texas

Brown, Louisville, Ky.

Roosevelt, Jacksonville, Fla.

New Yorker, New York City

Roosevelt, New Orleans

Pennsylvania, New York City

The grand salaams to an Indian Potentate can be no more regal than the welcome you give your guests with a Stanley Magic Door at your main entrance. The Coffee Shop, Grill Room and the Cocktail Bar have an added lure with a Magic Door, providing convenience to both your guests and employees.

A Modern Hotel is incomplete without Stanley Magic Doors.



Roosevelt Hotel, New Orleans, Louisiana



# Have You an INDUSTRIAL Building ?

In Shipping Rooms or in any location where trucking is carried on, Stanley Magic Doors save time and eliminate damage. Without them, watch truckmen approach your door with a bang or a kick. Impossible to do otherwise many times a day. Look at your repair bills on doors and trucks. With Magic Doors—no crash—no damage—no delay. Further, no unnecessary drafts to cause illness and loss of employees' time or to upset the delicate control of temperature and humidity. Stanley Magic Doors are simple and economical to install. Let us quote you.



Baker-Hamilton & Pacific Co



Fiberloid Manufacturing Company

## SOME INDUSTRIAL USERS

Baker, Hamilton & Pacific Co., San Francisco

Fiberloid Mfg. Co., Indian Orchard, Mass.

Branch River Wool Combing Co., North Smithfield, R. I.

Wallace Barnes Co., Bristol, Conn.

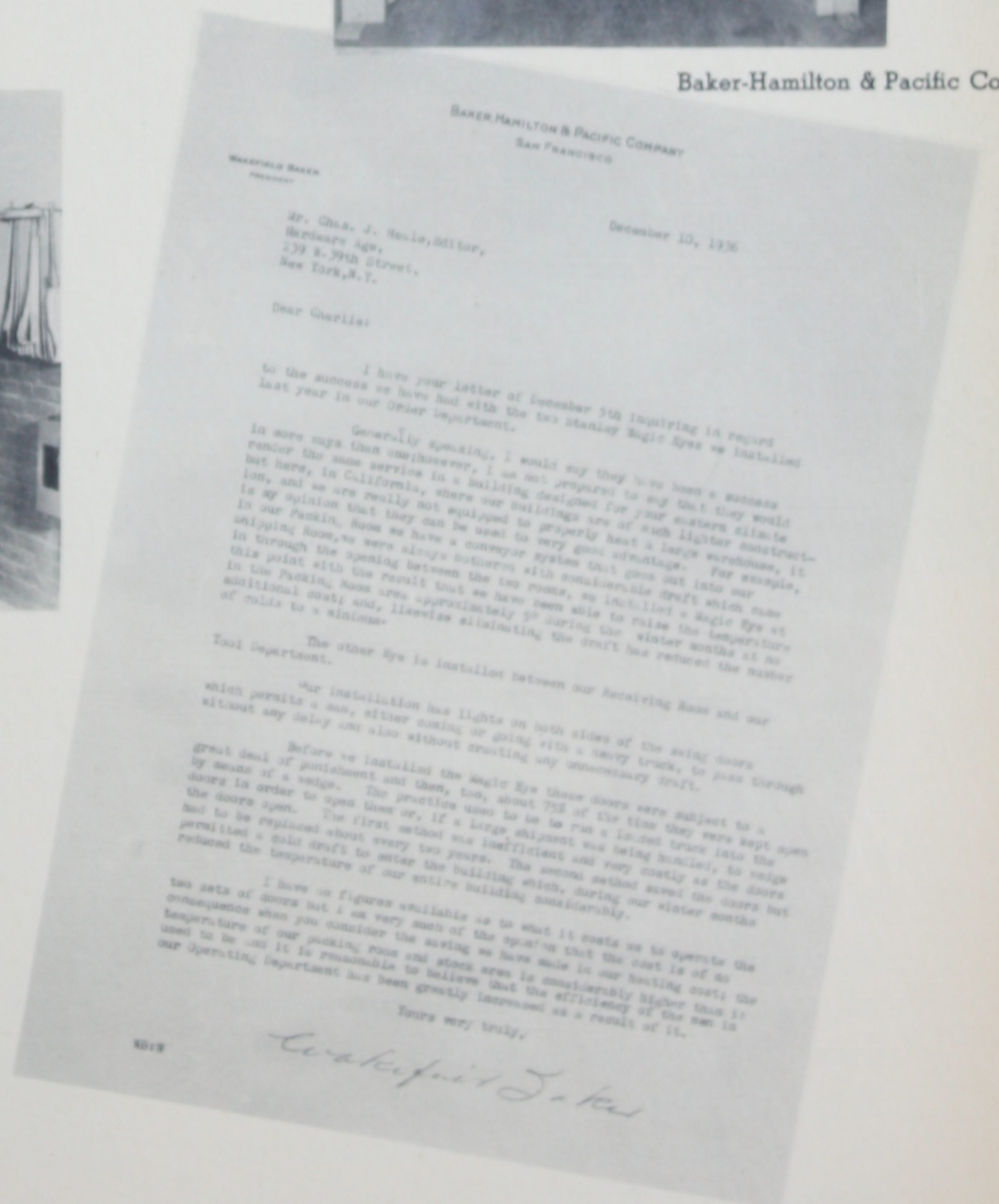
Fritzsche Bros., New York, N. Y.

Scott Paper Co., Chester, Pa.

Hall Bros. Inc., Kansas City, Mo.

Swann & Co., Birmingham, Ala.

Viscose Co., Meadville, Pa.





# Have You a HOSPITAL?

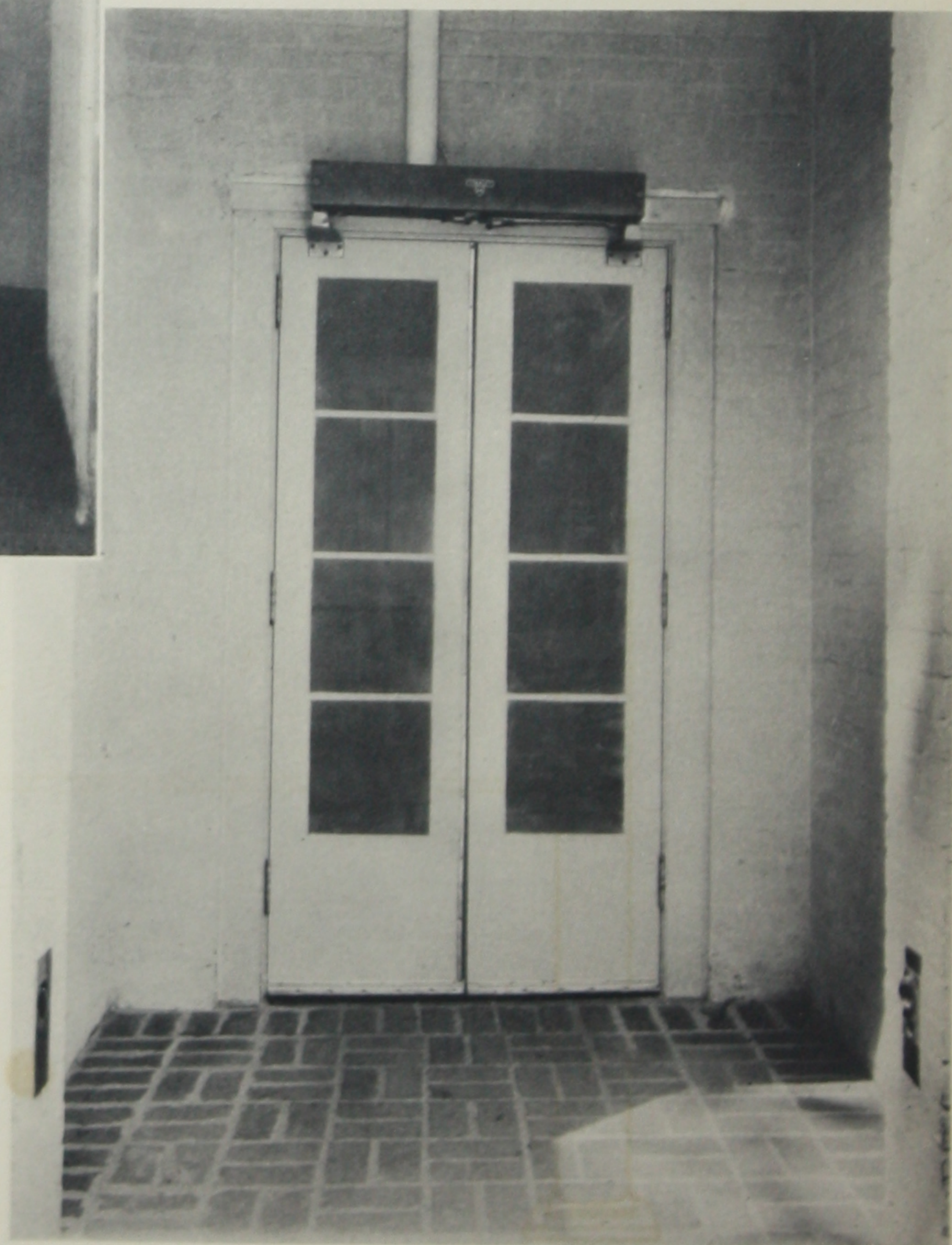
A perfect solution to many a vexing hospital problem—the installation of Magic Doors. They are practically noiseless in operation, ideal for diet kitchens, ward or operating rooms. Hygiene could ask no more than to have the door silently open at the wave but not the touch of the hand. Convalescents and patients on crutches or in wheel chairs can get about easily without the aid of attendants when ward and porch doors are equipped with Magic Door Controls.



Georgia Hall, Warm Springs Foundation, Warm Springs, Ga.

One of our first installations was at Georgia Hall, Warm Springs Foundation, Warm Springs, Ga., the well-known hospital for victims of infantile paralysis.

Modern Mexico—fast coming to the front in progressive, social and institutional developments, finds a place for Magic Doors in the new Hospital Central De Los Ferrocarriles, Nacionales, de Mexico, Mexico City.



Georgia Hall, Warm Springs Foundation, Warm Springs, Ga.





# MODERNIZATION

- Q. Why does the progressive business man modernize frequently?  
A. To advertise through the improved physical appearance of his premises.

## WHAT IS TRULY MODERN TODAY?

Plate Glass was a novelty at the Centennial in '76

Chromium, Stainless Steel and Aluminum look like old-fashioned  
nickel to the unobservant

Marble shop fronts adorned Pompeii

Enamel signs came in with Coney Island

Tiles were a specialty in Bagdad in the time of the 1001 nights

Electric bulbs, tubes, flashes and flood lights are surely no novelty

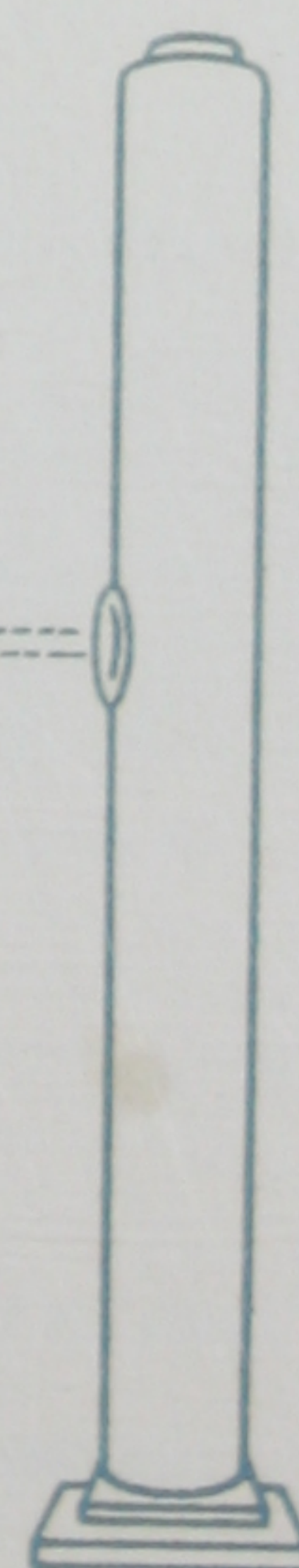
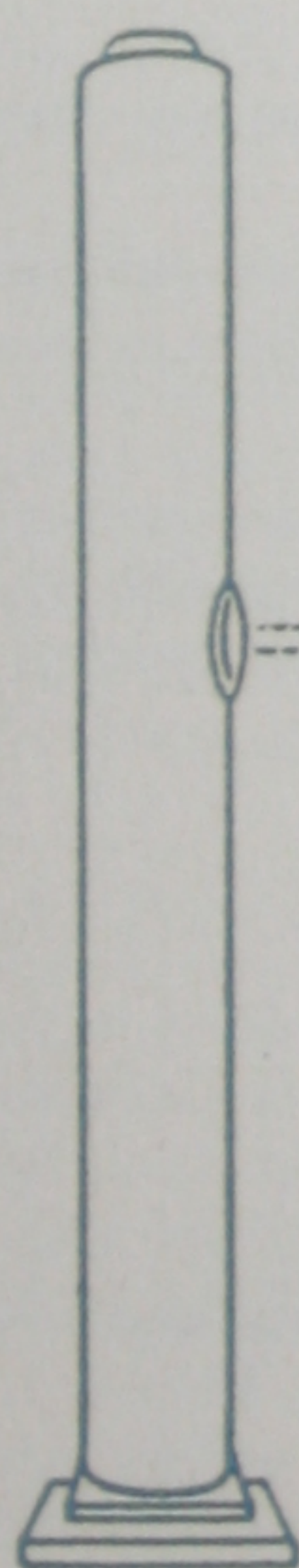
NO REFLECTION ON ANY OF THESE NECESSARY AND USEFUL MATERIALS

BUT

IF YOU WANT TO BE A LEADER IN THE PARADE OF PROGRESS

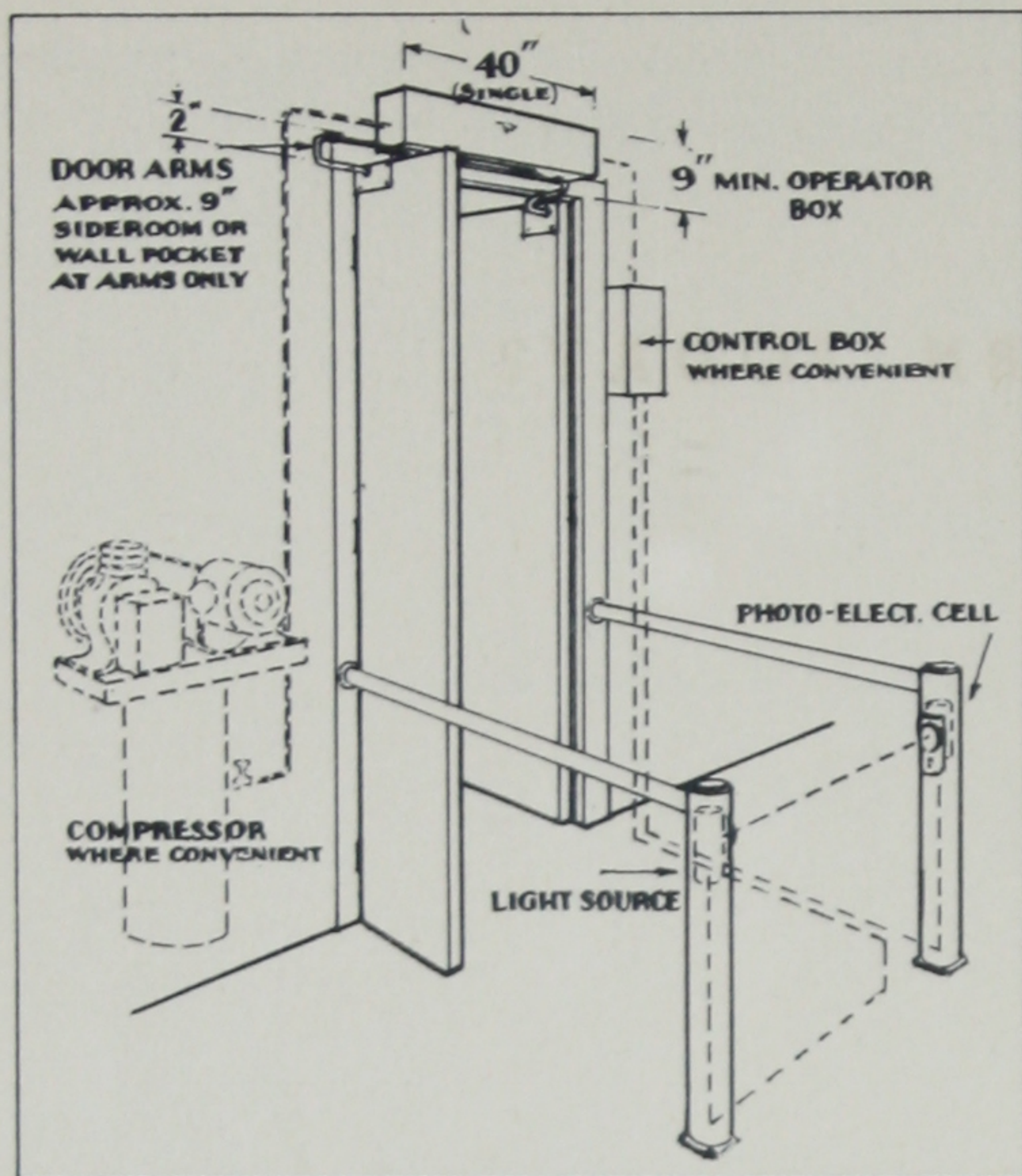
INSTALL

STANLEY  
MAGIC DOOR  
CONTROLS





# TECHNICAL INFORMATION



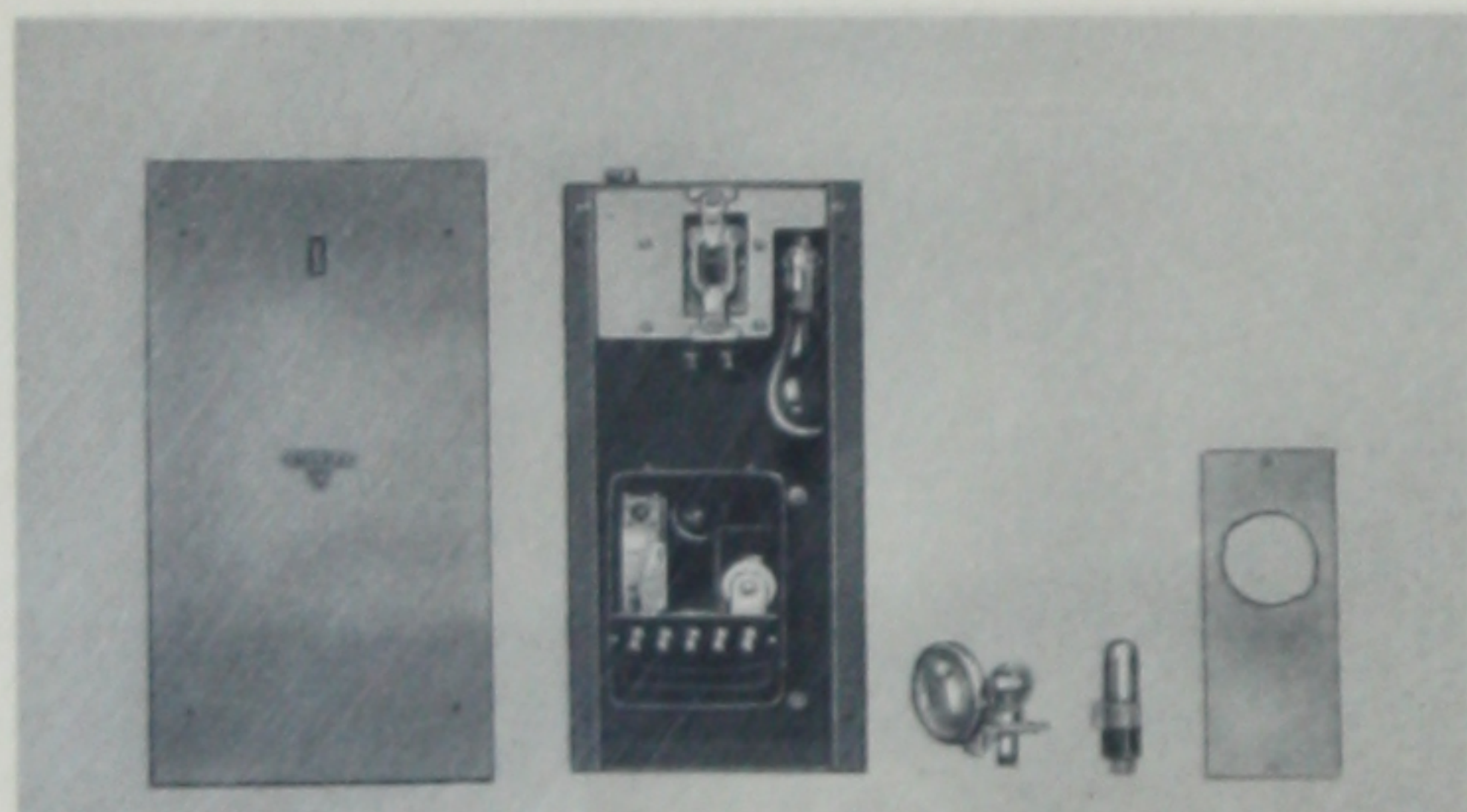
## OPERATION OF STANLEY MAGIC DOORS

The equipment consists of four parts—Operator, Control, Railings or Posts for housing the Photoelectric Control and Air Compressor. The operation is best explained by reference to the diagram shown here.

Light Source in the post projects a beam of light which falls upon a photoelectric cell in the opposite post or railing. Interception of this beam causes cell to actuate a photoelectric relay which in turn causes air to be released through an air valve controlled by a solenoid in the pneumatic operator. Motion is transferred to door through the door arm.

At the limit of the opening stroke, air valve permitting entrance of air is closed by a cam, and the door is then closed by springs contained in the operator. The automatic air compressor supplies air at a constant pressure through pressure regulating valve.

In actual operation, the door opens quickly to approximately a wide open position, pauses at the full open position, after which it closes with a gentle checking motion. Operator is designed so that it may be adjustable for slow opening if preferred.



Control



Operator

## EQUIPMENT FOR STANLEY MAGIC DOORS

**OPERATOR**—The entire mechanism, completely assembled, is enclosed in a cadmium-plated steel case or other material, as desired.

**CONTROL**—Includes photoelectric relay, steel relay box, switch, transformer for light source.

Also photoelectric cell and complete light source ready to fit into railings.

**RAILINGS OR POSTS**—Available in a wide range of designs, metals and finishes.

**COMPRESSOR**—Complete with motor, air compressor with automatic switch, steel storage tank, air filter, pressure regulating valve and gauges.

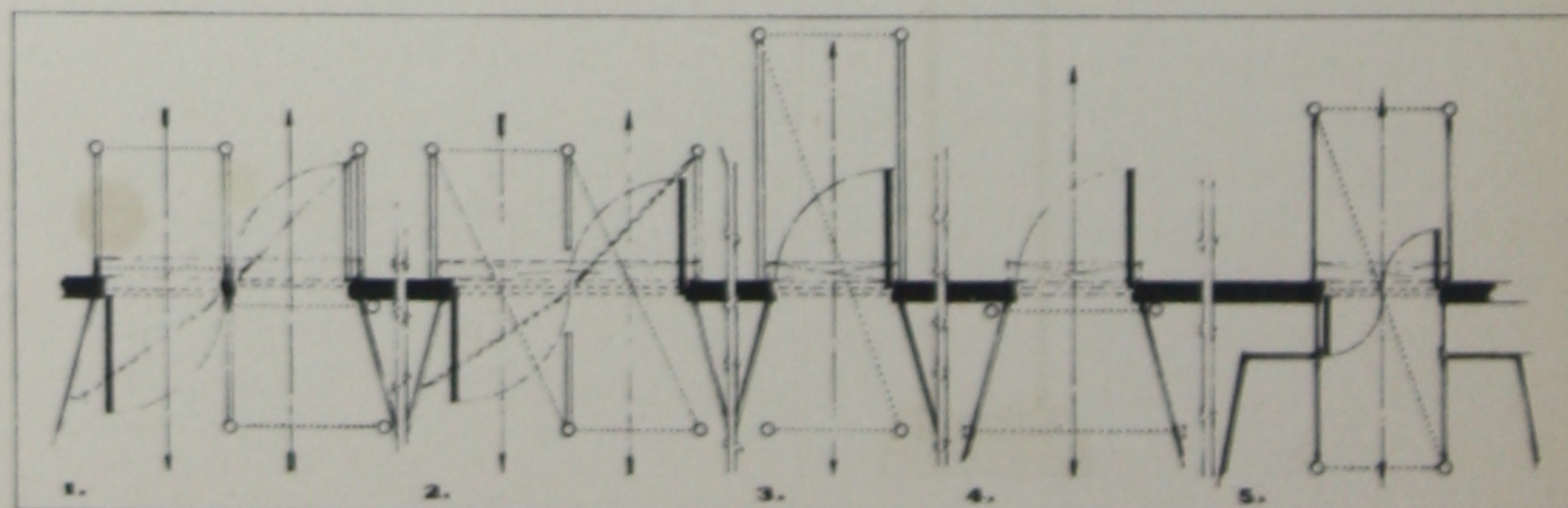
**DOORS**—Furnished by others.

**CURRENT**—110 volts, 60-cycle, single-phase a-c. Rotary converter furnished where alternating current is not available.

Stanley also offers electric motor operators with various forms of control for Swinging, Sliding, Swing-up, and Roll-up Garage Doors and for the operation of gates.

**CONSULTING SERVICE**—Our engineers are always available to discuss the adaptability of Stanley Magic Doors to any specific problem, to recommend the most suitable type for the traffic to be handled and to furnish estimates or any pertinent information desired.

These are but a few of the possible  
arrangements for STANLEY  
MAGIC DOOR operation





# STANLEY MAGIC DOORS



Pull Cord Control



Hardware Control



Diagonal Beam Control

## PULL CORD CONTROL

Pull Cord Control is practical in industrial plants on passage doors between departments—especially where doors are used for truck passage. The truck operator, in approaching door, pulls cord switch located at any point convenient to route of traffic—door opens, truck passes through, and door closes after a pre-determined period, or it can be arranged to close by pulling cord switch on either side of the door.

## HARDWARE CONTROL

Illustration shows a shop entrance, where photoelectric control is used on outside and hardware control on the inside. This is particularly desirable where space is limited. A person leaving the store grasps the handle which is connected electrically to the door operator. Contact with the handle opens an air valve in the operator, setting the door in motion. Speed of the door may be regulated, opening slowly to avoid danger to persons using it.

Hardware Controls can be built into door handles, push bars, push plates, door knobs, or panic bolt bars.

## DIAGONAL BEAM CONTROL (PATENT APPLIED FOR)

On doors constantly used by the public—some passing quickly and some slowly (in a wheel chair, on crutches, etc.), this auxiliary control is practically a necessity. This diagonal beam holds the door open as long as the beam is intercepted. A person starting through the aisle intercepts the cross light beam—the door opens. Almost immediately in continuing his passage he intercepts the diagonal light beam—holding the door open as long as it is intercepted. The second he steps out of the light beam door closes.

## FLOOR OR WALL SWITCH CONTROL

A practical installation of this kind has been made at the door to a lacquer room in an industrial plant—air conditioning necessitates keeping door closed. Previously, door was manually operated necessitating one free hand to open door, or foot type door holder to keep it open. In both cases efficiency of air conditioning was reduced. Most industrial plants have conditions similar to this.

On this particular job control is by means of a plate switch (may be located in either floor or wall), which allows the worker to approach the closed door with both hands full, step on the switch and door opens—then closes.



## PROTECTIVE ROPE FEATURE

Rope is attached from outer stile of door diagonally back to a post or wall; when door opens this rope drops in back of the door and entirely out of the way. A person approaching from the wrong direction sees this rope and realizes this door is not for his use and is shied over to the next door, which is marked—"Enter."



# The Home of STANLEY



MAIN OFFICES AND PLANT  
NEW BRITAIN, CONN., U.S.A.

Stanley Magic Doors are manufactured in The Stanley Works Plant at New Britain, Connecticut. This company, which began business in 1843 manufacturing door bolts, has gradually and consistently expanded until today it is the largest organization in the world devoted to the manufacture of hardware and tools. Stanley Hinges and Stanley Tools are favorably known in every corner of the globe.



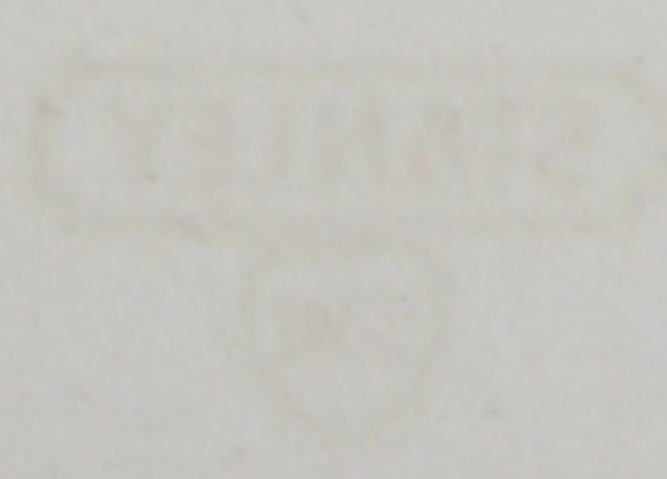
# MAGIC DOOR CONTROLS

- Expedite traffic and create invaluable publicity in stores.
- Reduce breakage of dishes, speed up service in restaurants.
- Get front page news and enable air conditioning to function at its peak of efficiency in theatres.
- Speed up traffic and eliminate congestion at rush hours in public buildings.
- Allow wheel chair patients to pass through door openings in hospitals without assistance.
- Make service more efficient at entrance, dining rooms, pantry doors etc. in hotels.
- Eliminate damage to doors and trucks, speed up shipping and save man hours in industrial plants.

IN WHICH OF THESE ARE YOU INTERESTED?

**MAIL THIS CARD TODAY**

THE STANLEY WORKS





# MAGIC DOOR CONTROLS BY



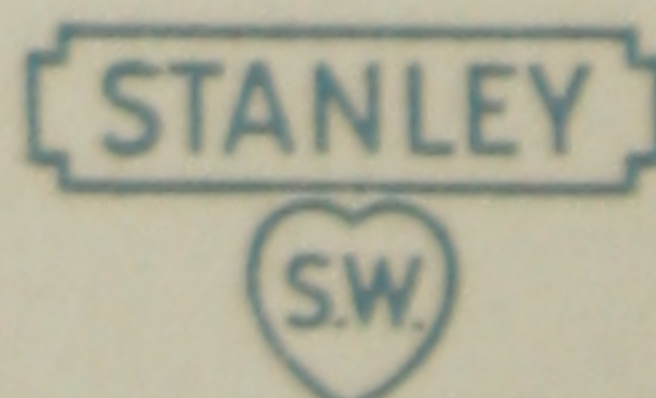
## THE STANLEY WORKS

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Philadelphia Representative  
JAMES J. BANNON  
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